

California Arts Council Plate Voucher Program

Issue Date: July 12, 2013

New Information

The California Arts Council has a new Arts Plate voucher program and has dedicated a website, **www.ArtsPlate.org**, to promote the sales of Arts Council (Arts) License Plates.

Program Inquiries

Visit the California Arts Council's website for more information on the Arts Plate voucher program and to:

- Purchase a \$50 sequential Arts Plate voucher for yourself or as a gift. (Sample attached.)
- Redeem a voucher to order sequential Arts License Plate for an auto, truck, or trailer. —Voucher redemption only available through California Arts Council's website.
- Purchase a sequential or personalized Arts License Plate using a personal credit card for an auto, truck, or trailer.
- Make a donation to the California Arts Council.

NOTE: The California Arts Council website **cannot** be used to renew vehicle registration, order replacement license plates, or reassign license plates to another vehicle. These transactions must be completed through the Department of Motor Vehicles (DMV).

Additional Information

- The California Arts Council website has frequently asked questions (FAQs) that provide information and assistance for those interested in the program.
- For questions regarding the purchase or redemption of an Arts Plate voucher, contact the California Arts Council at 1-800-201-6201, by e-mail at **artsplate@arts.ca.gov**, or by mail at the address below:
California Arts Council
1300 I Street, Suite 930
Sacramento, CA 95814
- When an order is placed at **www.ArtsPlate.org**, the customer's credit card statement will reflect:
 - “CAC” as the credit card processor for an Arts Plate voucher purchase. Arts Plate voucher refunds must be referred to the California Arts Council.
 - “DMV” as the credit card processor for a nonvoucher purchase (sequential or personalized license plate order). License plate order refunds must be requested from DMV by completing an Application for Refund (ADM 399) form, available at **<https://www.dmv.ca.gov/forms/adm/adm399.htm>**, and mailed to the address indicated on the form. However, in most cases, once a license plate is ordered, a refund will not be granted.

Background


Currently, Arts License Plates may be ordered on DMV's website or by mailing a completed Special Interest License Plate Application (REG 17) form and the fees due.

Distribution

Notification that this memo is available online, at www.dmv.ca.gov under Publications was made via California DMV's Automated E-mail Alert System in July 2013.

Contact

Call the DMV Customer Communications Section, at (916) 657-6560 for further clarification of this memo. Upon request, this document can be produced in Braille or large print.


STACY COCKRUM, Deputy Director
Communication Programs Division

**REDEEM NOW
FOR YOUR ARTS PLATE**

**Redeem this card.
Get the plate.
Drive the arts.**

The California Arts Plate funds arts education and local arts programs statewide through the California Arts Council.

Help restore \$40 million in annual funding.
Redeem this card today at ArtsPlate.org
and enjoy great benefits by driving the arts!

I drive the arts.



Keep this card
to enjoy discounts,
perks and privileges
from arts organizations
and other campaign
partners.

Go to artsplate.org/perks regularly for details and new benefits.

**Redeem
today at
ArtsPlate.org**

This card has no value until activated.

This card can be used solely to purchase a sequential CA Arts License Plate at ArtsPlate.org (a \$30 value). It cannot be applied toward annual vehicle renewal fees, other special interest plates or other DMV charges. All rules and restrictions from the DMV apply. If your vehicle registration will expire within the next 30 days, all DMV requirements including payment of registration fees must be met before redeeming this card and ordering an Arts Plate. Redemption requires information including type of vehicle, current license plate number, the last 3 digits of the vehicle identification number (VIN), and the registered owner's name and daytime phone number.

Owners of vehicles with Arts Plates will have a \$40 specialty plate renewal fee included in their annual car registration billing; this fee may be considered a charitable donation to the California Arts Council for tax purposes.

This voucher card has no cash value and is redeemed in full by ordering an Arts Plate. If this voucher card is not redeemed by the expiration date, the monies paid for its purchase will be transferred to the California Arts Council for arts programming and other purposes.

1. Go to ArtsPlate.org.
2. Click on the **REDEEM** button on the left side of the page.
3. Select a sequential plate, click **NEXT** and complete the required information, then click **NEXT**.
4. Click **YES** and type in the code located on the back of your card, then click **CONTINUE**.
NOTE: Perks card valid only after redemption.

Create a state of innovation.
When you get your own Arts Plate, you send a powerful message to everyone on California's roads:
I'm driving creativity, innovation and success for the next generation.

When prompted, enter the code below at ArtsPlate.org:

Expires 06/30/2014  

Perks card valid only after redemption. New benefits and partners added regularly. Check ArtsPlate.org/perks for updates.

Get the plate. Drive the arts.

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